

Executive and Legislative Communications

Governor's Message

- Agenda
- December press tour
- "State of the State" Address
- Talking points for legislative allies
- Newspaper column for legislative allies

Opposition Messages

- Talking points for legislative allies (multi-news cycles)
- Message from Governor's liaisons (single news cycle)

Legislative Allies Messages

- Internal legislative coordination
- Advance coordination with Governor
- Governor staying "on-message"

Rules of Engagement

- "Delay and ask"
- Repetition
- Personalize
- No "Inside Baseball"
- "What will the story be today?"
- Regular updates for local media
- To play or not to play

- The Rule of the One Thing